

ORDER



KSNV

Orders
Order / Rev: 108459
Alt Order #:
Product Desc:
Estimate: Est 3178
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe for Congress
Demographic: A25-54
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	17	\$43,350.00	\$36,847.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$43,350.00	\$36,847.50	0.00
Totals	17	\$43,350.00	\$36,847.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	11/01/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M - TF - -	1:00	3	\$2,400.00	1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	M - TF - -		3			\$2,400.00			0.00			
N 2	KSNV	11/01/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M - TF - -	1:00	3	\$2,400.00	1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	M - TF - -		3			\$2,400.00			0.00			
N 3	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	- - - - - SS	1:00	2	\$2,200.00	1	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	- - - - - SS		2			\$2,200.00			0.00			
N 4	KSNV	11/03/12	11/04/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	- - - - - S-	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	- - - - - S-		1			\$1,000.00			0.00			
N 5	KSNV	11/03/12	11/04/12	LAW & ORDER (LF) Law & Order (LF)	CM	Sat 1-2am / Sun 1 1-2am / Sun 1-2am	- - - - - S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	- - - - - S		1			\$90.00			0.00			
N 6	KSNV	11/03/12	11/04/12	Saturday Today Saturday Today	CM	7a-9am	- - - - - S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	- - - - - S-		1			\$1,250.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	1:00	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/01/12	11/07/12	-----S		1			\$3,600.00		0.00				
N 8	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/01/12	11/07/12	-----S-		1			\$2,400.00		0.00				
N 9	KSNV	11/04/12	11/04/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	1:00	1	\$16,000.00	1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/01/12	11/07/12	-----S		1			\$16,000.00		0.00				
N 10	KSNV	11/04/12	11/04/12	Dateline AN Dateline NBC AN	CM	12-3am	-----S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/01/12	11/07/12	-----S		1			\$90.00		0.00				
N 11	KSNV	11/01/12	11/05/12	Today-AN Today-AN	CM	205a-304a	M--TF--	1:00	2	\$60.00	4	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/01/12	11/07/12	M--TF--		2			\$60.00		0.00				
Totals													17	\$43,350.00	